

ABSTRACT

In car sells, not just to achieve closing the sale, but after sale service is also crucial by selling genuine spare parts of Toyota or Toyota Genuine Parts (TGP). The replacement parts are necessary in case there are a broken part, to maintain car performance to stay in its top condition. If the replacement spare parts are not genuine, it can disturb the car's balance and reduce the performance of the car itself. That is why supplying factor of Toyota Genuine Part (TGP) is the important part of Toyota car's life. Because of stated factor, the author decided to attend several researches of this problem, to discover the activity of Toyota spare parts selling that goes in Indirect Part Division of PT Astra International Tbk - AUTO 2000 Branch Asia Afrika, Bandung.

The purpose of this research is to gain some information of their selling mechanism, annual sales target, annual sales achieved, and considerations on decision making to decide the future sales target of Toyota genuine parts.

This research was using descriptive method with quantity approach. The method of collecting data was using field research and the method of analyzing data was using Miles and Huberman Model.

Keywords: Activity Sales, After Sales Service, Sales Parts.